

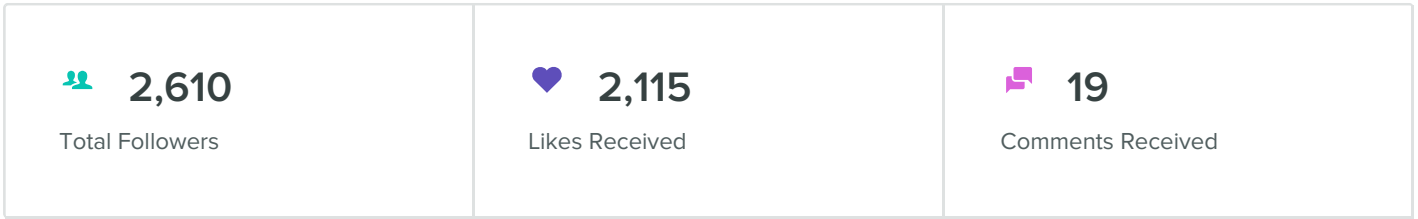


Instagram Profiles for **Powder Highway**

Dec 01, 2017 - Dec 31, 2017

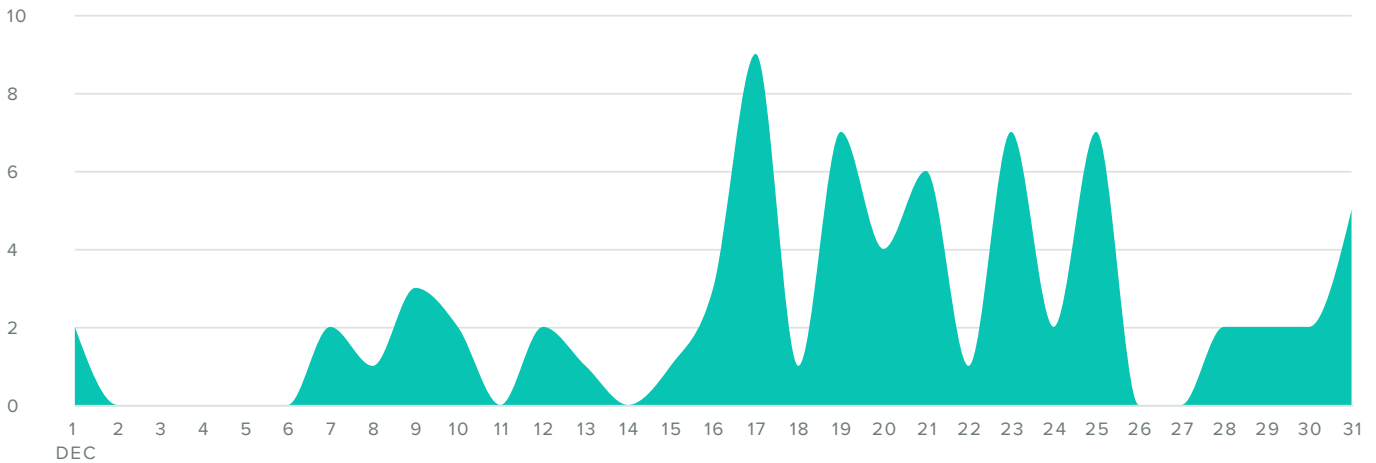
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	2,610
Followers Gained	63
People that you Followed	9

Total followers increased by

▲ 2.5%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

Publishing Metrics	Totals
Photos	15
Videos	1
Other	0
Total Media	16

The number of media you sent increased by

▲ **100%**

since previous date range

Instagram Top Posts



@powderhighway
277 Engagements



@powderhighway
227 Engagements



@powderhighway
213 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

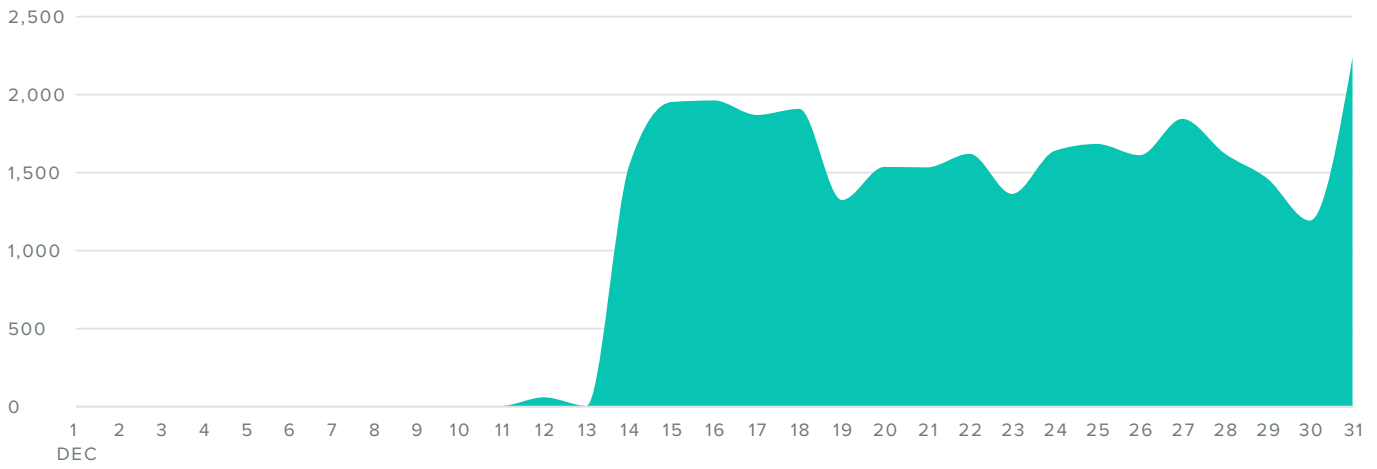
#beautifulbc	16
#exploringbc	16
#awesomeearth	16
#mountainlife	16
#roamtheplanet	16
#britishcolumbia	16
#kootenayculture	16
#mountainculture	16
#destinationearth	16
#wildernessculture	16

MOST ENGAGED HASHTAGS

#wildernessculture	1,434
#explorebc	1,398
#instagood	1,385
#beautifulbc	1,341
#destinationearth	1,284
#neverstopexploring	1,277
#ilovebc	1,256
#mountains	1,081
#canada	1,055
#powderhighway	1,005

Instagram Impressions

IMPRESSIONS, BY DAY



■ IMPRESSIONS

Impressions Metrics	Totals
Total Impressions	29.9k
Average Impressions per Day	963.29
Average Daily Reach per Profile	638.19

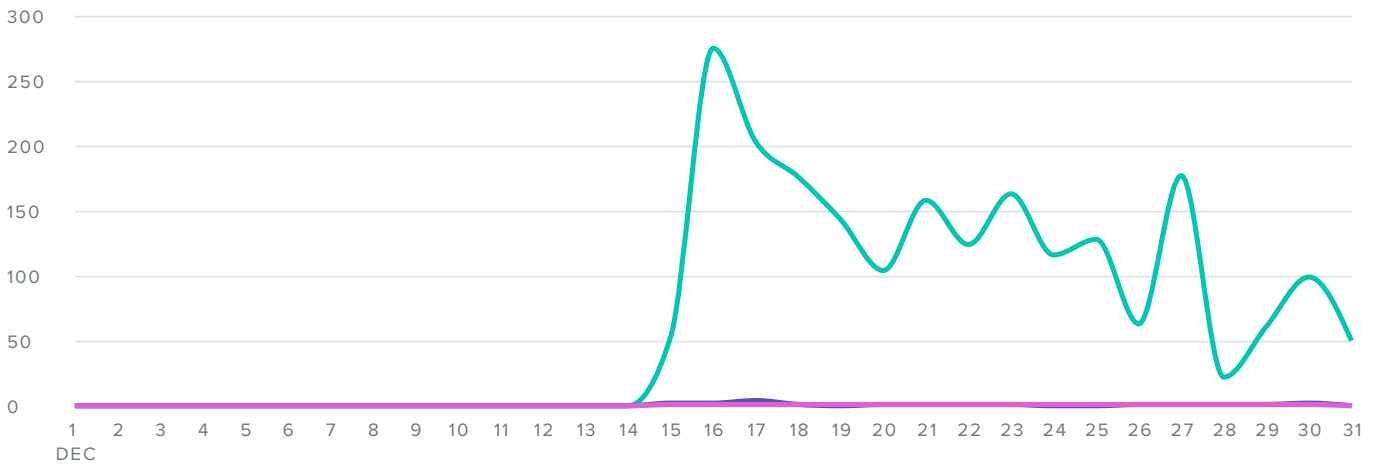
Total Impressions increased by

▲ 100%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED
 ■ COMMENTS
 ■ MEDIA SENT

Engagement Metrics	Totals
Likes Received	2,115
Comments Received	19
Total Engagements	2,134

The number of engagements increased by

▲ **100%**

since previous date range

Engagements per Follower	0.82
Engagements per Media	133.38

The number of engagements per media increased by

▲ **100%**

since previous date range

Instagram Audience Demographics




DATA UNAVAILABLE

We are unable to retrieve all of your data at this time.

[Learn More](#)

Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Impressions	Total Engagements	Engagements per Media	Engagements per Follower
 Powder Highway (Business)	2,610	2.5%	63	16	18	29.9k	2,134	133.38	0.82